

## Marketing and Events Co-Ordinator

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**Department:** Infrastructure, Housing and Environment

**Division:** Sport

**Reports to:** Business Development Manager

**JE reference:** IHE 1083

**Grade:** Civil Service 9

**JE Date:** 21/3/2022

### Job purpose

Support the Business Development Manager by developing and raising brand awareness, maximising opportunities for promotions, both internally and externally, working with the Communications team as required. Planning and co-ordinating events throughout the year to encourage membership, use of facilities and wider community engagement in the Inspiring Active Vision and Mission; to increase physical activity and become a healthier society for current and future generations to come.

### Job specific outcomes

Support the Business Development Manager by developing and raising brand awareness through the creation of marketing campaigns, as well as promotions and events. Providing effective planning and execution of promotions and events throughout the year. Projecting attendance and revenues, securing funding within existing budgets

Coordinate third party Sports events by effectively communicating with a variety of stakeholders, including clients, duty teams, other Government Departments (e.g. States of Jersey Police or Honorary Police), authorities as well as third-party suppliers. Assessing and selecting facilities or alternative venues, handling on site logistics and dealing with all of the business activities related to running an event (e.g. conducting risk assessments, creating event plans, registrations).

Demonstrate great customer service aligned to those set by Customer and Local Services. Thinking ahead for customers to pre-empt their needs where possible when planning Promotions (e.g. seasonal trends) and events (e.g. addressing traffic / parking, food concessions and handling post-event tasks associated with an event).

Work with the Swim School and / or Gym and Group Fitness Co-Ordinators, where appropriate to create and deliver promotions or events to encourage attendance. Liaising with Duty Teams to coordinate promotional events using internal and external resources as necessary. Ensuring appropriate plans are in place and delivered in line with Health and Safety guidance (Green/Purple Guides) and Safer recruitment guidelines.

Create relevant marketing materials and / or program books, working with the Digital Marketing Officer as necessary to support the promotions or event. Ensuring content is consistent with the Inspiring Active Vision and Mission and aligned to the Government's broader communications policy. Liaise with other internal and external stakeholders for the creation and distribution of marketing materials to support the successful delivery of promotions and events.

Process applications for charitable giving, in line with the charitable giving policy, coordinating support from operational teams where required (i.e. loan of equipment/resources to support a charity event). Draft copy for digital marketing content to support events and charitable support.

Keep up to date with the latest trends in industry relevant promotions and events through a combination of online research as well as monitoring of inhouse statistics, taking into account customer feedback to develop proactive and responsive promotional / marketing events and develop promotional materials. Informing the Business Development and Engagement strategy.

Monitor spending to ensure that promotions and events are run within defined budget allocations, notifying any cost pressures or inconsistencies to the Business Development Manager to ensure that any issues are addressed and the campaigns are delivered successfully.

### **Statutory responsibilities**

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

### **Services**

Marketing and Promotions (e.g. Swim or Gym Challenges, membership events), representation at trade fairs and skills shows and  
Facility based co-ordination of third party Sports Events, including Competitions, Tournaments, Swim-marathons.

### **Organisational structure**

**TBC**

## Person Specification

### Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	Marketing Communications, Events, or PR qualification at Level 4– awarded by the Chartered Institute of Marketing or equivalent.	Project management
<b>Knowledge</b>	<p>Knowledge of:</p> <p>Project managing and delivering marketing campaigns, and related promotions and events.</p> <p>Management information reporting as it relates to this role</p>	<p>Knowledge of:</p> <p>The activity and processes of Government</p> <p>Sports priorities, key objectives, risks and issues relevant to the department division and the role</p>
<b>Technical / Work-based Skills</b>	<p>Acceptable level of the English Language.</p> <p>The ability to copywrite for different audiences.</p> <p>Computer literate with ability to operate the Microsoft Office package.</p> <p>Ability to use technical business applications designed to capture, store, manipulate and analyse technical data as relevant to the specific service and industry.</p>	Driving licence (Group B)
<b>General Skills/Attributes</b>	<p>Problem solving, negotiation and influencing skills</p> <p>Confident decision-maker</p> <p>Innovative approaches to service delivery</p> <p>Strong relationship building skills and confident dealing with external and internal stakeholders at all levels.</p> <p>Ability to present effectively, both verbally and in writing</p> <p>Ability to produce written materials (e.g. letters, reports, discussion papers, proposals) to a high level for presentation / attention to detail.</p>	

<p><b>Experience</b> <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<p>At least three years' experience working within a marketing and communications role.</p> <p>Successfully implementing a range of marketing campaigns and coordinating events</p> <p>Demonstrable customer service experience.</p> <p>Work procedures, processes and methodologies as relevant to their field of expertise. Including experience of writing and editing copy for promotional purposes.</p> <p>Implementing planned strategy.</p> <p>Ability to understand and apply safeguarding awareness / protocols.</p>	<p>Experience managing budgets</p>
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**Core Accountabilities, Attributes and Behaviour Indicators**

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the Government of Jersey tier 5 core accountabilities attributes and behaviour indicators.

**Organisation chart**

**One Government Departments**

